WIPRO
Applying Thought

July 09, 2015

The Manager – Listing
BSE Limited 022 22723121

The Manager – Listing
National Stock Exchange of India Limited. 022 26598237

The Market Operations,
NYSE, New York 0012126565780

Dear Sir/Madam,

Press Release

Pursuant to clause 36 of the Listing Agreement with BSE and NSE and Para 202.05 read with para 202.06 of the NYSE Listed Company Manual, this is to inform the Stock Exchanges that the Company has announced its intention to acquire Designit, an award winning and global strategic design firm specializing in designing transformative product-service experiences.

Please find enclosed a copy of the Press Release which is self-explanatory.

Thanking You

For WIPRO LIMITED

M Sanaulla Khan
Company Secretary

Encl: As Above

Wipro Digital to Enhance Digital Transformation Capability with Designit

Designit, a global strategic design firm, to join Wipro Digital

New York, Copenhagen, Bangalore, July 9, 2015: Wipro Digital, the digital business unit of Wipro Limited (NYSE: WIT), today announced its intention to acquire Designit, an award winning and global strategic design firm specializing in designing transformative product-service experiences. This investment marks a further stage in Wipro's move to evolve the digital offer it takes to market, combining its reputation and heritage in deep engineering and transformative technology with human centered-design methods.

"Our clients are looking to us to help them transform their businesses and move at the speed of digital. Solving these complex challenges starts with strategic design and fuses a human-centered method with innovative technology solutions delivered by multi-disciplinary teams of strategists, designers and engineers. With our acquisition of Designit, we will complement the capabilities of an established design leader with our engineering heritage and bring compelling value to our clients," commented **Rajan Kohli, Senior Vice President and Global Head, Wipro Digital.**

Designit's capabilities and proven record in strategic design, user experience (UX), interaction design (IxD) and product innovation result in meaningful product-service experiences that help people live smarter, healthier and more productive lives. Designit's expertise in experience-driven design complements Wipro Digital's capabilities in technology, digital strategy, design, and digital architecture. Together, the two organizations become a comprehensive and scalable global digital transformation partner for the entire C-suite, helping to improve customer experience while radically digitizing business operations.

"Designit offers a unique opportunity for us to bring together capabilities not often found in the design industry including scale and global reach, a Scandinavian heritage and innovative, award-winning client work. Designit has also developed a unique open, creative and collaborative culture that we intend to nurture and grow. We look forward to working with Designit's multi-disciplinary teams that focus on creating a better and smarter future," continued Kohli.

Since its founding in 1991 in Aarhus, Denmark, Designit has become one of the world's largest, privately-held design firms. Employing more than 300 people in nine offices globally, it delivers transformative product-service experiences for some of the world's most innovative brands in healthcare, telecom, banking, automotive, and retail.

"Design is no longer about beautification. It is about creating a strategic foundation, driving growth and change across industries. We have much of the technology needed, but we need to design the human experience in ways that make sense to us, and for the way we live and work. That's why design today is so influential and strategic.

WIPRO LIMITED

There's an endless market for products, services, and systems that need to be simplified and humanized. With Wipro Digital, we can deliver as big as we can dream," said **Mikal Hallstrup, Founder and Chief Visionary Officer, Designit.**

Hallstrup went on to say, "In an age of rapidly changing technology and consumer behavior, organizations need to exceed user expectations continuously. Designit will offer its unique Strategic Design Process together with Wipro Digital's end-to-end business transformation capabilities. Together, we are building one of the world's most impactful partners for clients ready to create the future."

The acquisition is subject to customary closing conditions and regulatory approvals and is expected to be closed in the current quarter.

About Wipro
Wipro Limited (NYSE:WIT) is a leading information technology, consulting and business process services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology" - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation, and an organization wide commitment to sustainability, Wipro has a workforce of over 150,000, serving clients in 175+ cities across 6 continents. For more information, please visit wipro.com.

Wipro Digital, the digital business unit of Wipro, collaborates and iterates with clients to deliver customer-centered digital transformation. Working at the intersection of strategy, design and technology, we derive insight, shape interaction, drive integration and unlock innovation for our clients. We apply Customer Journey Engineering to create extraordinary experiences for global brands, businesses and their customers at scale. Learn more at wiprodigital.com or @WiproDigital.

About Designit
Designit is a global strategic design firm, helping businesses tap into the opportunities in the digital age by turning technology into meaningful experiences. With an international team of 300+ designers, strategists, and technologists across nine offices, Designit uses a Strategic Design Process to design unified product-service experiences that bring end-user value, business value and business transformation. It combines strategy, technology and design to drive growth and change across industries. Its vision is to create a better future for everyone, with design.

Media Contacts:
Vipin Nair
Wipro Limited
+91 9845014036
vipin.nair1@wipro.com

Subhashini Pattabhiraman
Wipro Limited
+91 9819773385
subhashini.pattabhiraman@wipro.com

Investor Relations Contact:
Aravind Viswanathan

WIPRO LIMITED

Wipro Limited
+91 80 4672 6186
aravind.viswanathan@wipro.com

Forward-looking and Cautionary Statements

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in our earnings, revenue and profits, our ability to generate and manage growth, intense competition in IT services, our ability to maintain our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which we make strategic investments, withdrawal of fiscal governmental incentives, political instability, war, legal restrictions on raising capital or acquiring companies outside India, unauthorized use of our intellectual property, and general economic conditions affecting our business and industry. Additional risks that could affect our future operating results are more fully described in our filings with the United States Securities and Exchange Commission. These filings are available at www.sec.gov. We may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. We do not undertake to update any forward-looking statement that may be made from time to time by us or on our behalf.

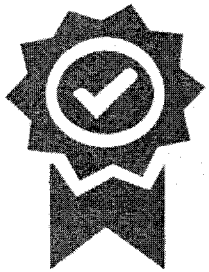


Strategic Transaction for Wipro Digital

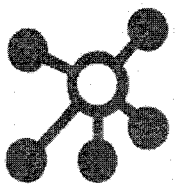
DEAL RATIONALE: ACCELERATED ACCESS TO COMPLEMENTARY STRATEGIC DESIGN CAPABILITY

UNIQUE ASSET

- **Capability:** Adds complementary capability which is crucial for digital transformation initiatives i.e., world-class strategic design talent
- **Scale:** Adds size (300+ designers) and global reach (network of 9 offices)
- **Method:** Adds Designit's Strategic Design Process which spans the product-service experience continuum

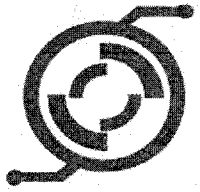


- **Credentials:** Bold transformative work across industry verticals, and recognized with multiple design awards in the digital domain
- **Scalable culture and platform**: Scalable environment to recruit the best design talent and train the next generation of creative technologists



ATTRACTIVE SYNERGY POTENTIAL

- **Synergy avenues**: Actionable cross-selling and up-selling opportunities leveraging complementary service portfolio & client base across a variety of offerings (e.g. digital transformation, internet of things, connected living, etc)
- **Strengthens value proposition beyond the CIO:** (e.g. CMO, COO, Chief Digital Officer, Chief Experience Officer and other C-suite)



FINANCIALS

- Purchase consideration of €85 Million which includes a performance based contingent consideration payable over 3 years
- Final payout could range between 70%-105% of purchase consideration
- CY14 revenues: €27 Million

Learn more at wipro.com or wiprodigital.com

© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | CONFIDENTIAL

Forward Looking Statements

This presentation may contain certain "forward looking" statements, which involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those that may be projected by these forward looking statements. These uncertainties have been detailed in the reports filed by Wipro with the Securities and Exchange Commission and these filings are available at www.sec.gov. Wipro makes no representation as to their accuracy or that the company subscribes to those findings.

© 2015 WIPRO LTD | WWW.WIPRODIGITAL.COM | CONFIDENTIAL